

1 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	M	600A-700A	8 NEWS NOW AT 6A	:30	\$1,400.00	10/08-10/08	2	1	2	\$2,800.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*2	M	700A-900A	CBS THIS MORNING	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*3	M	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/08-10/08	2	1	2	\$2,200.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*4	TH	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/04-10/04	1	1	1	\$1,200.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										

Rep Order# 8877313 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37501

Printed: 10/04/2012 2:19 PM  
Last Received: 10/04/2012 1:34 PM  
Showing Buylines: All Lines

2 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DEMO SEN CAMPGN COMM  
Product issue  
Estimate# 1970  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1970  
Flight Dates 10/04/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	TH	1230P-200P	SOAPS	:30	\$1,350.00	10/04-10/04	1	1	1	\$1,350.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*6	TH-F,M	200P-30CP	THE TALK	:30	\$1,350.00	10/04-10/08	0	0	0	\$0.00	
				Sales Remark: V3 . V3 Comment Changed, Spots/week Changed								
	7	TH-F,M	300P-40CP	ELLEN	:30	\$1,600.00	10/04-10/08	2	1	2	\$3,200.00	
	8	TH-F,M	400P-50CP	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/04-10/08	2	1	2	\$3,200.00	
	9	TH-F,M	500P-63CP	8 NEWS NOW ROTATION	:30	\$1,700.00	10/04-10/08	2	1	2	\$3,400.00	
	*10	M	700P-80CP	ET/INSIDER	:30	\$3,000.00	10/08-10/08	2	1	2	\$6,000.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*11	SA	800P-1000P	KLAS MOVIE	:30	\$3,500.00	10/06-10/06	2	1	2	\$7,000.00	
				Sales Remark: V3 . V3 Comment Changed, Spots/week Changed								
	*12	M	900P-1000P	2 BROKE GIRLS/MIKE & MOLLY	:30	\$20,000.00	10/08-10/08	1	1	1	\$20,000.00	
				Sales Remark: V3 . V3 More than 2 codes changed								
	*13	TH-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/04-10/08	3	1	3	\$7,500.00	
				Sales Remark: V3 2X ON MON V3 Comment Changed								
	14	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	1	1	1	\$1,100.00	

Rep Order# 8877313 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37501

Printed: 10/04/2012 2:19 PM  
Last Received: 10/04/2012 1:34 PM  
Showing Buylines: All Lines

3 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DEMO SEN CAMPGN COMM  
Product issue  
Estimate# 1970  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1970  
Flight Dates 10/04/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*15	TH-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/04-10/08	1	1	1	\$950.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*19	SU	800A-830A	NEWS	:30	\$2,200.00	10/07-10/07	1	1	1	\$2,200.00	
		Sales Remark: V3 . V3 Added										
	*20	TH-F	1237A-137A	LATE LATE	:30	\$475.00	10/04-10/05	2	1	2	\$950.00	
		Sales Remark: V3 . V3 Added										

---REPORT TOTALS---

Report Totals: 26 / \$64,250.00

---SALES MONTHLY TOTALS---

Oct 12: 26 / \$64,250.00  
Sales Totals: 26 / \$64,250.00  
Station Totals: 26 / \$64,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$214,167	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+